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## SPRING VEGETABLES AND MELONS

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# 1966 ACREAGE-MARKETING GUIDES



## FOREWORD

Prices guide production of nearly all commodities. But industries differ in their responses to price changes. Non-agricultural products tend to have fairly rigid prices from month to month. Manufacturers respond to demand changes by quickly adjusting output. In contrast, wide price fluctuations are common for many farm products. These variations have been particularly aggravating to vegetable growers.

Vegetable growers become largely committed to a particular level of output at planting time -- several months before their crops are ready for market. Growers can't increase output quickly to take advantage of a strong market. On the other hand, they are often equally powerless to cut back their crops when production is too large.

Most vegetables are highly perishable. They can't be held from market for long to await better sales conditions. So, supplies are sometimes short of market requirements, and prices are high. But more frequently, supplies exceed market needs. Then commodities sell at distress prices.

The nature of vegetable products makes far-sighted production planning at least as necessary as it is for many industrial goods. But there are so many vegetable producers that coordinated industry planning is extremely difficult.

Helping farmers make this needed planning is the objective of the Acreage-Marketing Guides program. Through this program, USDA's Consumer and Marketing Service tries to help growers balance the supply of each vegetable with requirements for it.

Some production influences -- such as weather extremes -- refuse control. But growers have full control over plantings. They can contribute importantly to balance market conditions by planting optimum acreages -- acreages likely to result in enough production for consumer needs, but not enough to depress prices.

Consumer and Marketing Service commodity specialists continually study the markets for vegetables. They recommend acreage levels which are likely to result in crops which equal market needs. In turn, their recommendations are reviewed by various other USDA agency representatives who are well-versed in the vegetable field.

The final recommendations for 1966 spring vegetables and melons are presented in this publication. In the past, when growers have kept acreage within recommended levels, few marketing difficulties have developed.

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### Commodity Recommendations:

#### SPRING VEGETABLES

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## 1966 ACREAGE-MARKETING GUIDES SPRING VEGETABLES AND MELONS

The basic objective of the acreage-marketing guides program is to assist growers in their acreage planning so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has an influence on the ultimate market situation for every given commodity.

To improve prospects for success in the season ahead, each grower should adjust his own acreage in accord with the individual commodity guide. For example, when it is recommended that the 1966 acreage of early spring season cauliflower be increased 5 percent from the acreage planted in 1965, each grower of early spring cauliflower should increase his plantings by 5 percent.

### I. 1965 GENERAL REVIEW AND RECOMMENDATIONS FOR 1966

Spring vegetable production is affected by unfavorable weather in almost every year. The 1965 season was no exception. Rains and cold temperatures delayed plantings and early-season development in several areas. Most crops, however, made good recovery. Aggregate spring vegetable production was about equal to the preceding year.

While production statistics largely failed to reflect the weather problems, they were obvious in the markets. The delayed early development affected harvest timing of many crops. But instead of causing the market gluts which often result from these conditions, the delays in 1965 largely tended to strengthen markets.

Although periods of market difficulty were evident for several crops, returns for most exceeded the 1959-63 averages. Particularly high prices prevailed for cabbage, lettuce, early spring tomatoes and late spring onions. The index of prices received for all spring vegetables was 30 percent above a year earlier. Gross returns totaled \$226 million in 1965 compared to \$168 million in 1964.

The 1966 guides recommend an aggregate spring vegetable acreage slightly larger than in 1965. With normal abandonment and average yields, this acreage would result in a production about equal to that of 1965.

Production problems were even more evident for spring melons in 1965. Despite a substantially increased watermelon acreage in 1965, low yields resulted in a production only slightly larger than a year earlier. And while cantaloup yields exceeded 1964, they were still disappointing. Production was moderately below average. Prices for both cantaloups and watermelons exceeded the 1959-63 average.

The 1966 guide suggests a spring cantaloup acreage equal to 1965. With average yields this would result in a production moderately larger than in 1965. The guide for watermelons calls for a 10 percent reduction in Florida acreage in 1966, with no change in California plantings. In spite of this reduction, average yields would result in a production slightly larger than in 1965.

Specific planted acreage recommendations for 1966 spring vegetables and spring melons are as follows:

Commodity	:	Percentage change from 1965 acreage
		<u>Percent</u>
<u>Spring Vegetables</u>		
Lima Beans.....		No Change
Snap Beans (early).....		Plus 10
(mid).....		No Change
(late).....		North Carolina: Minus 10; All other States: No Change
Broccoli (early).....		No Change
Cabbage (early).....		No Change
(late).....		Minus 5
Carrots.....		Minus 15
Cauliflower (early).....		Plus 5
Celery.....		No Change
Sweet Corn (early).....		Minus 5
(late).....		Plus 5
Cucumbers (early).....		No Change
(late).....		No Change
Eggplant.....		Minus 10
Lettuce (early).....		Plus 10
(late).....		No Change
Onions (early).....		Minus 10
(late).....		Plus 10
Peas (early).....		No Change
Green Peppers.....		No Change
Spinach.....		No Change
Tomatoes (early).....		Plus 5
(late).....		Texas: Minus 10; All other States: No Change
<u>Spring Melons</u>		
Cantaloups.....		No Change
Watermelons (late).....		Florida: Minus 10; California: No Change



## II. DEMAND FOR VEGETABLES IN THE SPRING OF 1966

Income in the U. S. economy in the spring of 1966 is likely to total more than 6 percent above a year earlier. This optimism reflects prospective advances in wages and earnings, and a continued low rate of unemployment. Consumer spending for goods and services so far this year has been nearly 7 percent above a year earlier.

Rising earnings have encouraged a level of investment 10 percent above a year earlier despite a slight increase in interest rates. Government spending, which had been rising slowly in recent months, is expected to advance somewhat by spring, adding further to final demands for economic goods and services. Rising after-tax incomes per capita and an expanding population point to further growth in the domestic market for farm products during the spring of 1966. The demand for spring vegetables is expected to rise further from the high level of a year earlier.

While an increase in demand is expected, requirements on an individual commodity basis will not be substantially different from last spring. Prices for each particular item will continue to depend largely on the balance of production with market needs for that commodity. And as usual, timeliness of harvests will exert an important influence on spring vegetable markets.

## III. FOREIGN TRADE, SPRING VEGETABLES

Imports: Spring vegetable imports in 1965 were larger than in 1964. Mexico, the major source of these supplies, increased her U. S. sales of each of the six major commodities except cucumbers. Imports of tomatoes, the leading tonnage item, were up 10 percent. Cantaloup imports continued their upward trend; nearly 1.5 million hundredweight were imported in the March-June period of 1965.

Prospects suggest about a 10 percent increase in Mexican vegetable acreage in 1966. This is a normal reaction following a profitable year such as 1965. The reported heavy rains on the West Coast in late September may delay the start of the Mexican deal by about 10 days. But this is expected to have no material effect on production. Movement will get underway in December and be in volume in January.

Exports: There was a sharp increase in exports of spring vegetables in 1965. Total tonnage was a fifth larger than in 1964. Among the 10 important spring-exported vegetables, each commodity except snap beans exceeded its 1964 export volume.

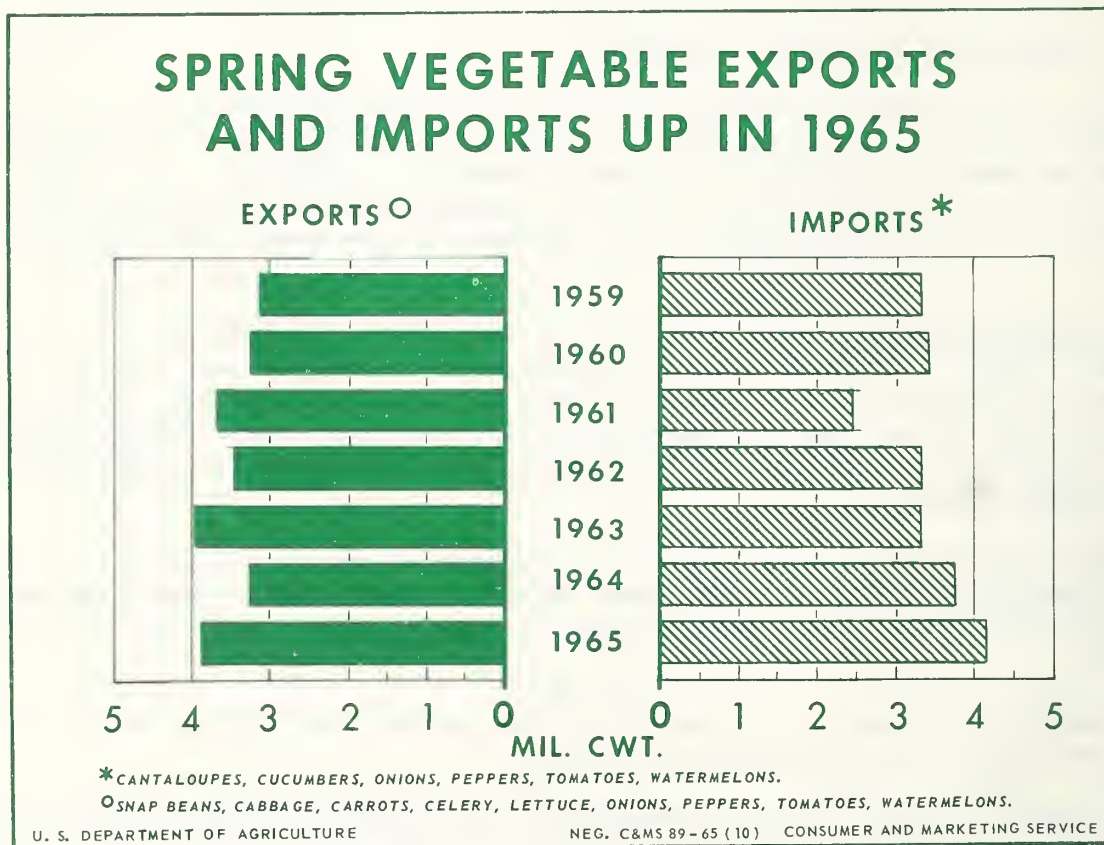
Canada continued as our leading foreign outlet, taking more than three-fourths of our 1965 spring export tonnage.

Exports of hardy spring vegetables to Europe may be larger in 1966, depending on U. S. availability and efforts by the domestic industry to promote this trade. Movement to Canada may be up slightly.

Spring Vegetables: Exports from United States, March through June  
1965, with comparisons for 1964

Commodity	: March-June 1965		: March-June Total	
	: Canada	: Other	: 1965	: 1964
	- - - - - 1,000 cwt. - - - - -			
Beans, Fresh	49.8	5.7	55.5	65.8
Cabbage	419.2	9.2	428.4	376.9
Carrots	531.8	90.0	621.8	552.8
Celery	399.1	40.8	439.9	353.7
Lettuce	769.6	10.7	780.3	723.2
Onions	321.5	278.0	599.5	376.6
Peppers	60.6	10.7	71.3	64.1
Tomatoes	377.2	4.8	382.0	365.2
Watermelons	480.9	6.0	486.9	346.1
Potatoes	474.1	625.3	1,099.4	895.0

SOURCE: Bureau of the Census.



Spring Vegetables: Monthly Imports into the United States, 1965

Commodity and	1965				March-June Total	
Country of Origin	March	April	May	June	1965	1964
	1,000 cwt.					
<u>Cantaloups</u>						
Dom. Rep.	6.1	7.1	.4	----	13.6	----
Mexico	91.9	511.0	641.7	196.9	1,441.5	1,289.4
El Salvador	.6	----	----	----	.6	1.4
Haiti	----	----	----	----	----	7.1
Total 1/	98.6	518.1	642.4	196.9	1,456.0	1,299.9
<u>Cucumbers</u>						
Mexico	4.5	19.6	.8	.1	25.0	25.9
Bahamas	6.0	11.1	----	----	17.1	102.0
Honduras	----	----	----	----	----	4.8
Canada	----	9.3	.8	.3	10.4	7.5
Total 1/	10.7	40.4	1.7	.4	53.2	140.4
<u>Onions</u>						
Mexico	99.0	43.3	21.2	13.3	176.8	152.8
Chile	10.7	4.0	7.2	.1	22.0	48.8
Italy	----	----	1.0	20.9	21.9	18.5
New Zealand	3.7	.4	----	----	4.1	10.8
Spain	----	----	----	----	----	2.5
Total 1/	113.4	47.7	29.4	34.3	224.8	233.5
<u>Peppers</u>						
Mexico	32.3	17.1	9.2	2.5	61.1	56.3
Dom. Rep.	1.4	----	2.2	.8	4.4	4.5
Total 1/	33.8	18.5	11.5	3.4	67.2	62.0
<u>Tomatoes</u>						
Mexico	577.3	558.7	409.4	106.6	1,652.0	1,500.5
Dom. Rep.	.4	.3	.4	----	1.1	3.5
Bahamas	11.1	----	----	----	11.1	13.5
Canada	----	17.4	.1	1.4	18.9	.6
Leeward & Windward Islands	1.9	1.5	----	----	3.4	----
Total 1/	590.7	562.2	410.0	108.0	1,670.9	1,518.4
<u>Watermelons</u>						
Mexico	73.3	142.8	286.8	181.6	684.5	536.9
Canada	----	----	----	.6	.6	3.4
Total 1/	73.3	142.8	286.8	182.2	685.1	540.5

1/ May include small amounts from other areas.

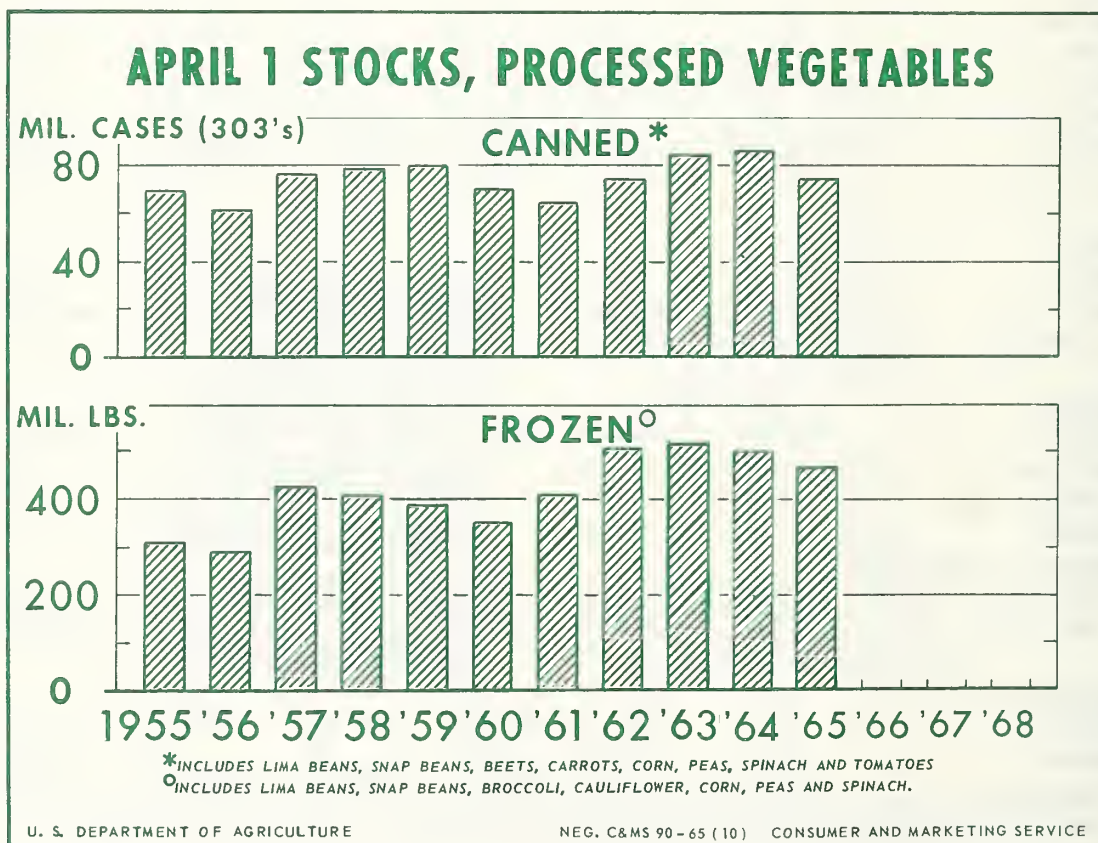
SOURCE: Bureau of the Census, U. S. Department of Commerce.



#### IV. PROCESSED VEGETABLES

Canned: Total canned vegetable supplies available during the 1965 spring season were moderately smaller than a year earlier. Supplies of asparagus, snap beans, carrots and sweet corn were considerably below the heavy levels of the preceding spring. Stocks of canned lima beans, peas and sauerkraut were tight and also below a year earlier. Even so, movement was good. Shipments of tomatoes, catsup and snap beans were unusually large in the 1964-65 marketing season. And aggregate carryover supplies were substantially smaller than in 1964. Present information indicates that the total 1965 pack of canned vegetables will be slightly larger than a year ago. Supplies of all major commodities are expected to be sufficient to meet market needs.

Frozen: In the early spring of 1965, supplies of most frozen vegetables were smaller than a year earlier. And at the start of the 1965 packing season, total carryover was substantially below 1964. However, an expected larger total pack is likely to result in moderately larger supplies of frozen vegetables for the 1965-66 marketing season. At the end of September 1965, total frozen supplies (excluding potatoes) amounted to 1.14 million pounds compared to 1.09 million a year earlier. Increased supplies of frozen peas and corn accounted for the major share of the gain.



Supplies of Canned and Frozen Vegetables,  
Marketing Season 1963-64 and 1964-65

Commodity	: <u>Total Supply</u> :		: <u>April 1 Stocks</u>	
	: 1964-65	: 1963-64	: 1965	: 1964
<u>Million cases 24/303's</u>				

Canned Vegetables 1/

Lima Beans	3.5	4.9	1.1	2.1
Snap Beans	45.9	47.3	14.2	16.6
Beets	16.6	17.2	<u>2/</u> 7.3	<u>2/</u> 8.0
Carrots	7.7	7.9	<u>2/</u> 3.2	<u>2/</u> 3.8
Sweet Corn	49.0	56.4	18.0	23.9
Green Peas	38.0	40.4	10.8	13.1
Spinach	11.1	10.8	<u>3/</u> 4.1	<u>3/</u> 3.5
Tomatoes	46.3	43.4	15.9	15.4

Frozen Vegetables

Million Pounds

Lima Beans	163.5	189.2	63.3	84.3
Snap Beans	238.2	215.0	82.1	79.1
Broccoli	173.9	173.2	49.4	55.6
Cauliflower	57.4	49.9	18.1	20.1
Sweet Corn	227.2	230.4	81.8	94.0
Green Peas	437.6	443.7	123.2	124.6
Spinach	162.1	145.3	47.9	45.1

1/ Includes canners' and distributors' stocks.

2/ Interpolation.

3/ March 1 stocks.

SOURCE: National Canners Association, National Association of Frozen Food Packers, Bureau of the Census, U. S. Department of Commerce and Statistical Reporting Service, USDA.

Spring Vegetables: 1966 Planted Acreage with Comparisons

Commodity	Planted Acreage				Percent Acreage Guide is of:		
	: 1966	: 1965	: 1959-63	: 1965	: 1965	: 1959-63	
	: Guide	: Prel.	: 1964	: Average	: Prel.	: 1964	: Average
	1,000 acres				percent		
Beans, Lima	3.0	3.0	3.2	3.4	100	94	88
Beans, Snap							
Early	13.8	12.5	15.3	14.8	110	90	93
Mid	13.6	13.6	14.1	14.1	100	96	96
Late	14.8	15.3	15.0	14.9	97	99	99
Broccoli							
Early	11.9	11.9	11.7	13.2	100	102	90
Cabbage							
Early	12.4	12.4	12.0	13.4	100	103	93
Late	7.4	7.8	7.6	7.6	95	97	97
Carrots	2.3	2.7	2.8	2.3	85	82	100
Cauliflower							
Early	7.8	7.4	7.7	8.0	105	101	98
Celery	7.5	7.5	7.4	7.7	100	101	97
Corn, Sweet							
Early	44.6	46.9	43.9	42.2	95	102	106
Late	11.3	10.8	12.4	14.3	105	91	79
Cucumbers							
Early	12.3	12.3	12.9	11.4	100	95	108
Late	16.5	16.5	16.7	15.6	100	99	106
Eggplant	1.0	1.1	1.0	1.2	90	100	83
Lettuce							
Early	38.7	35.2	41.6	42.3	110	93	91
Late	6.2	6.2	6.4	6.4	100	97	97
Onions							
Early	22.6	25.1	27.9	27.1	90	81	83
Late	6.9	6.2	7.0	9.0	110	99	77
Peas, Green							
Early	2.1	2.1	2.2	3.1	100	95	68
Peppers, Green	7.8	7.8	7.5	8.8	100	104	89
Spinach	5.7	5.7	5.7	6.6	100	100	86
Tomatoes							
Early	25.7	24.4	28.2	36.4	105	91	71
Late	19.5	20.2	19.4	19.4	97	101	101
Total	315.4	314.6	329.6	343.2	100	96	92



Spring Vegetables: 1966 Probable Production with Comparisons

Commodity	: Production 2/				: Probable Production from		
	: 1966 : 1965 : : 1959-63:				: Acreage Guide as percent of:		
	:Guide 1/: Prel. : 1964 : Average:				Prel. : 1964 : Average		
	1,000 cwt.				percent		
Beans, Lima	69	67	73	76	103	95	91
Beans, Snap							
Early	455	453	547	455	100	83	100
Mid	333	329	316	355	101	105	94
Late	587	592	553	641	99	106	92
Broccoli							
Early	988	952	1,053	962	104	94	103
Cabbage							
Early	1,713	1,696	1,700	1,692	101	101	101
Late	966	937	950	1,002	103	102	96
Carrots	444	426	322	441	104	138	101
Cauliflower							
Early	718	666	770	716	108	93	100
Celery	3,490	3,487	3,479	3,389	100	100	103
Corn, Sweet							
Early	3,028	3,273	2,885	2,831	93	105	107
Late	609	616	678	791	99	90	77
Cucumbers							
Early	1,072	1,094	1,342	936	98	80	115
Late	1,100	1,106	1,050	1,032	99	105	107
Eggplant	139	140	140	136	99	99	102
Lettuce							
Early	7,241	6,943	6,476	7,485	104	112	97
Late	937	1,021	850	930	92	110	101
Onions							
Early	2,952	3,234	3,813	2,609	91	77	113
Late	2,029	2,044	1,898	2,071	99	107	98
Peas, Green							
Early	99	84	121	130	118	82	76
Peppers, Green	726	672	760	661	108	96	110
Spinach	311	323	293	355	96	106	88
Tomatoes							
Early	3,473	3,231	3,167	3,698	107	110	94
Late	1,091	1,231	1,069	983	89	102	111
Total	34,570	34,617	34,305	34,377	100	101	101

1/ Computed; Planted acreage guides for 1966 spring vegetables, less normal abandonment, times average yield.

2/ Includes some quantities not marketed (see individual tables for particulars).

Spring Melons: 1966 Acreage Guides with Comparisons

Commodity	Planted Acreage				Percent Acreage Guide is of:			
	1966	1965	1964	1959-63	1965	1959-63	1964	1959-63
	Guide	Prel.		Average	Prel.	Average		Average
	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -
	Acres				Percent			
Cantaloups	38,600	38,600	41,300	32,080	100	93		120
Watermelons	71,800	79,200	72,700	79,180	91	99		91
Total	110,400	117,800	114,000	111,260	94	97		99

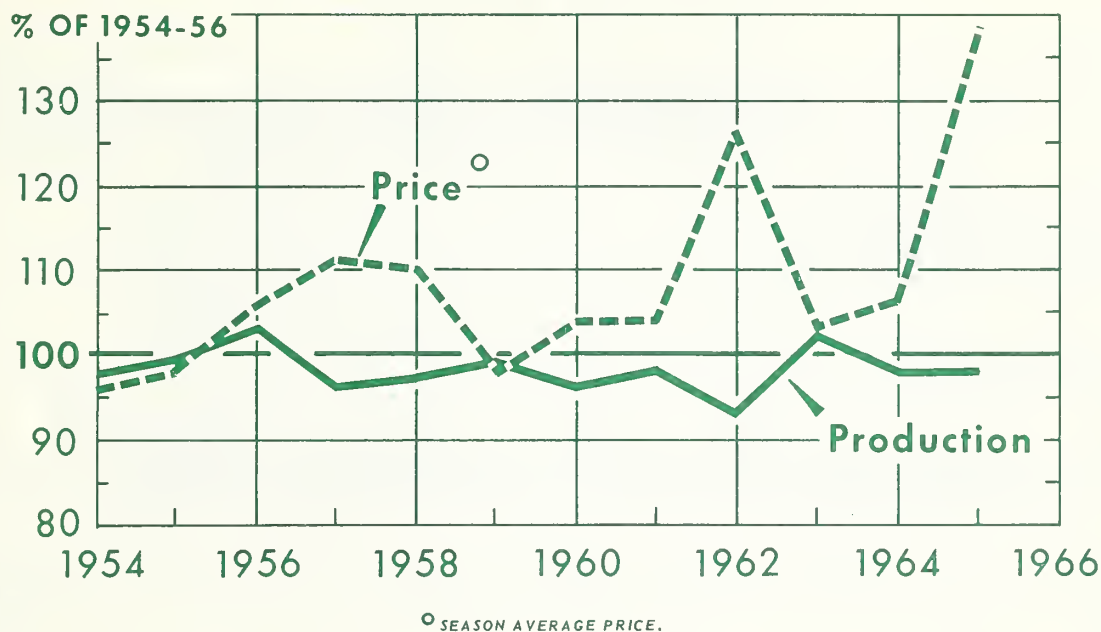
Spring Melons: 1966 Probable Production with Comparisons

Commodity	Production 2/				Probable Production from			
	1966	1965	1964	1959-63	1965	1959-63	1964	1959-63
	Guide 1/	Prel.		Average	Prel.	Average		Average
	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -
	1,000 cwt.				Percent			
Cantaloups	3,899	3,644	3,438	3,866	107	113		101
Watermelons	9,153	9,023	8,901	9,306	101	103		98
Total	13,052	12,667	12,339	13,172	103	106		99

1/ Computed: Planted acreage guide for 1966 spring melons, less normal abandonment, times average yield.

2/ Includes some quantities not marketed (see individual tables for particulars).

# SPRING COMMERCIAL VEGETABLES FOR FRESH MARKET



U. S. DEPARTMENT OF AGRICULTURE

NEG. C & MS 108-65 (10) CONSUMER AND MARKETING SERVICE

Although 1965 spring vegetable acreage was smaller than in the preceding year, production was fully as large. This situation occurred in spite of weather problems in several areas.

The effects of the weather were evident, however, in terms of delayed crop development and interrupted harvest timing. A few crops went through periods of market difficulty. But the slow crop development strengthened markets in many cases.

Most spring vegetables sold at above-average prices. Cabbage, lettuce, early spring tomatoes and late spring onions returned unusually high prices. The index of prices received for spring vegetables was 30 percent higher than in 1964.

1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Lima Beans

(South Carolina and Florida)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
1966 Acreage Guide and <u>probable production</u> (planted acreage equal to 1965)	3,000	<u>1</u> / 24	69			
<u>Background statistics</u>						
1965 Prel.	3,000	2,800	24	67	10.28	689
1964	3,200	3,100	24	73	10.53	769
1959-63 Average	3,420	3,240	23	76	9.72	731
<u>1/</u> 1960-64 average yield.						

Comments: South Carolina acreage was reduced in 1965 for the second successive year. In Florida, the declining trend of recent years continued. Total spring acreage was moderately less than a year earlier and 12 percent less than the 1959-63 average.

Cold weather slowed planting and early development of crops in the important Plant City area of Florida. But growing conditions were favorable during most of April, and quality was generally good. In northern Florida, however, dry weather interfered with pod development, and yields and quality suffered.

The delay in spring-crop planting extended into South Carolina as excessive rains restricted field work. The crop there developed well after it got started, and yields were higher than 1964 and average. Yields in Florida, though, were below average, and production in that State was nearly a fourth less than in 1964. The total spring crop was 8 percent below 1964.

Because of the delay in marketings from both States and relatively light volume, marketing conditions were favorable throughout the season. Prices continued fairly high during May and June when the bulk of supplies in both States was marketed.

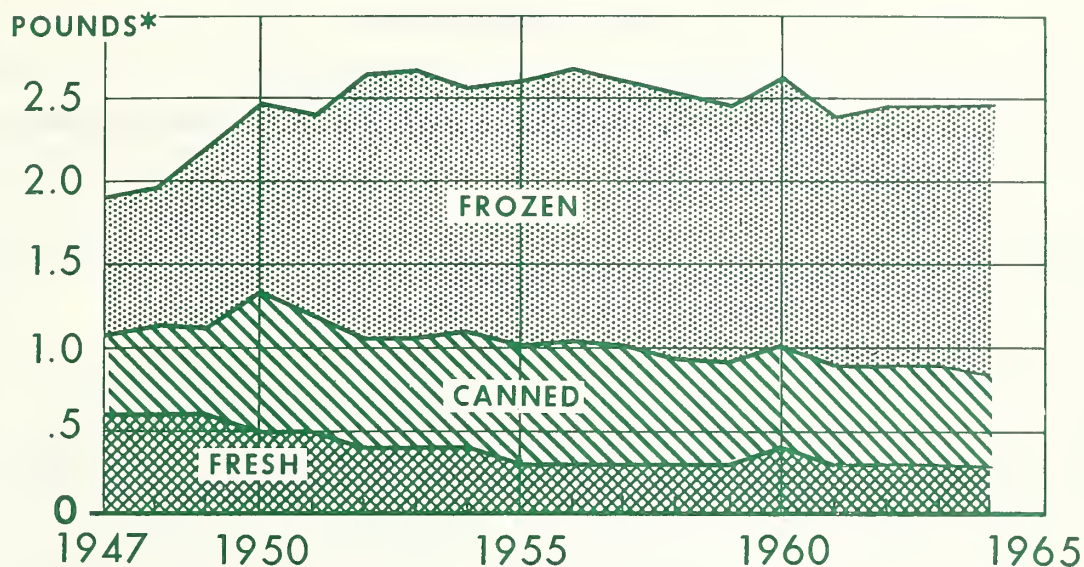
An acreage equal to 1965 would be adequate for anticipated market needs in 1966.

1966 Guide: The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 3 percent more than in 1965.



# FRESH AND PROCESSED LIMA BEANS

## *Trends in Per Capita Consumption*



\* FRESH EQUIVALENT BASIS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 91-65 (10) CONSUMER AND MARKETING SERVICE

U. S. consumers rate frozen lima beans as one of the most popular items in today's frozen vegetable market. This popularity, however, has been gained largely at the expense of the fresh product.

In the last decade, annual consumption of fresh lima beans has been only about 3 pounds per person. So while requirements for the fresh product are relatively stable, the limited use must be a principal consideration in the plans of fresh-market growers.

1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Snap Beans - Early Spring

(Texas and Florida)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price:	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000 cwt.)

1966 Acreage Guide and  
probable production

(planted acreage 10 percent

more than in 1965) 13,800 1/ 37 455

Background statistics

1965 Prel.	12,500	12,200	37	<u>2/</u> 453	11.81	4,879
1964	15,300	14,000	39	<u>2/</u> 547	9.13	4,400
1959-63 Average	14,760	12,880	35	<u>2/</u> 455	9.95	4,272

1/ 1960-65 average yields by States.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 35 in 1960, 35 in 1961, 65 in 1964 and 40 in 1965.

Comments: Early spring snap bean acreage in 1965 was near the record low of 1962. Florida plantings, which often range widely from one year to the next, were nearly a fifth smaller than in 1964. Acreage in Texas, which has been quite stable in recent years, was also reduced.

Crop progress in southern Florida was slowed by rains and cool weather during March. But most fields made satisfactory recovery. In central and northern Florida, however, nonirrigated crops were affected by dry weather. While this limited yields there, yields in other Florida areas were about average. In Texas, yields were above average.

Florida shipments through April were moderate. Volume dropped sharply in early May and continued to decline during the month. There was little seasonal variation in prices for good quality beans in Florida, and the season average price was high. Similarly, Texas prices were above average as competing supplies were light in late May and early June.

Preliminary estimates of snap beans for processing indicate that both canned and frozen supplies will be plentiful during the 1965-66 season. Nevertheless, a larger acreage than in 1965 will be needed to adequately supply fresh market needs during the 1966 early spring season.

1966 Guide: The 1966 guide is a planted acreage 10 percent more than in 1965. Such an acreage, with normal abandonment and 1960-65 average yields by States, will result in a production equal to 1965.



1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Snap Beans - Mid-Spring

(South Carolina, Georgia, Alabama, Mississippi and Louisiana)

Year	: <u>Acreage</u> :		Yield	:	:	:
	: <u>Planted: For harvest:</u>		per acre	: Production:	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u>						
(planted acreage equal to 1965)	13,600		<u>1/</u> 25	333		
<u>Background statistics</u>						
1965 Prel.	13,600	13,200	25	329	9.58	3,153
1964	14,100	13,200	24	316	9.86	3,115
1959-63 Average	14,140	14,060	25	355	7.73	2,748
<u>1/</u> 1959-63 average yield.						

Comments: Although total plantings of mid-spring snap beans have been fairly stable in recent years, 1965 acreage was down moderately from 1964. Planting in practically all areas was delayed by wet weather. Low temperatures were also a problem in getting crops started, particularly in Louisiana and in southern Georgia.

During April, however, most crops made good progress. While dryness restricted yields in a few Mississippi areas, good yields were obtained in other States. Total volume was 4 percent more than in 1964, but moderately less than the 1959-63 average.

Marketings from mid-spring States began a little late in 1965, but as usual, increased sharply within a few weeks. By late May, shipping was active. Total supplies, however, remained moderate as volume from late spring areas further north was extremely light during most of June. While not quite as high as in 1964, prices were considerably above average throughout the mid-spring season.

Normally, supplies from later areas provide much more market competition than that experienced in 1965. An acreage equal to 1965 should provide adequately for prospective 1966 markets.

1966 Guide: The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1959-63 average yield, will result in a production 1 percent more than in 1965.

1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Snap Beans - Late Spring

(California, Virginia, North Carolina, New Jersey and Maryland)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1966 Acreage Guide and probable production

(see 1966 guide below)

14,800

1/ 41

587

Background statistics

1965 Prel.	15,300	13,900	43	<u>2</u> / 592	10.66	5,979
1964	15,000	14,300	39	553	10.00	5,532
1959-63 Average	14,900	14,660	44	641	8.58	5,473

1/ 1959-63 average yields by States.

2/ Includes 31,000 hundredweight not marketed in 1965 and excluded in computing value.

Comments: North Carolina plantings in 1965 were a fourth larger than in 1964. This increase was partly offset by reductions in other States; but total acreage was moderately larger than average.

Due to wet conditions at planting time, most crops were seeded late. Generally cool temperatures caused further delay until early May. But subsequently, most crops made good growth. Average yields in all eastern States except Virginia were well above the low levels of 1964.

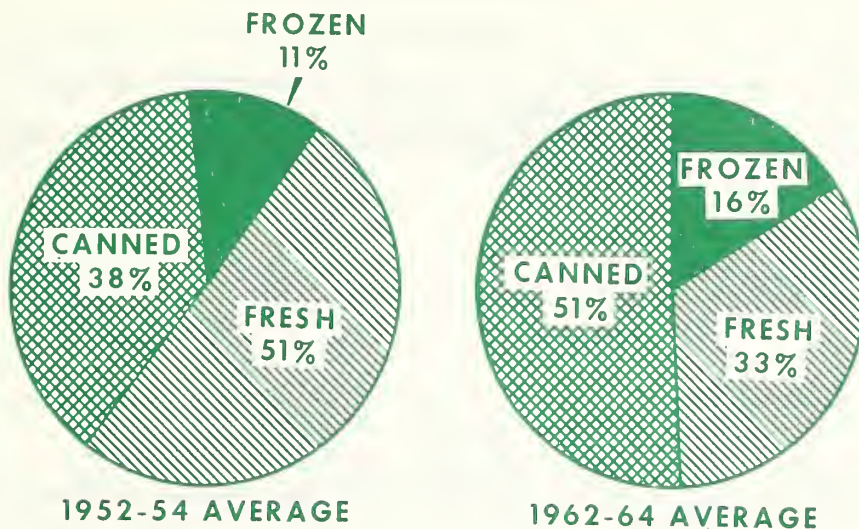
The 1965 late spring crop was up moderately from 1964 but less than the 1959-63 average. Much of the record-large North Carolina crop was sold by mid-June at favorable prices. But when volume supplies became available in New Jersey areas in late June, some of the North Carolina crop was abandoned.

With the exception of Virginia, where production was much less than last year, prices in eastern States averaged below the highs recorded a year earlier. An extremely high average price was reported in California.

In 1966, late spring growers may encounter more intensive competition from other areas. Also, canned and frozen supplies are expected to be larger. A smaller acreage in North Carolina would improve the likelihood of favorable timing and balanced supplies next spring.

1966 Guide: The 1966 guide is a planted acreage 10 percent less than in 1965 in North Carolina and equal to 1965 in all other States. Such acreages, with normal abandonment and 1959-63 average yields by States, will result in a production 1 percent less than in 1965.

## SNAP BEAN USAGE CHANGING



*CIVILIAN PER CAPITA CONSUMPTION; FRESH EQUIVALENT BASIS.*

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 92-65 (10) CONSUMER AND MARKETING SERVICE

Annual per capita consumption of snap beans has held relatively stable since the late 1940's--holding between six and one-half and seven pounds per person.

Concealed within this stability has been a marked shift in usage among forms. Canned snap beans now account for over one-half of total usage. The frozen product has also increased in importance.

These gains in processed usage have been offset by a decline in per capita consumption of fresh snap beans.

1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Broccoli - Early Spring

(California)

Year	: <u>Acreage</u> :	Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1966 Acreage Guide and probable production</u> (planted acreage equal to 1965)						
	11,900	<u>1</u> / 83	988			
<u>Background statistics</u>						
1965 Prel.	11,900	11,900	80	952	8.32	7,918
1964	11,700	11,700	90	1,053	7.70	8,109
1959-63 Average	13,240	13,240	72	962	7.69	7,381
1/ 1963-65 average yield.						

Comments: The 1965 acreage in the Monterey-Santa Cruz District was substantially larger than in 1964. But this was largely offset by decreases in most other California producing areas. Total early spring acreage for 1965 harvest was only slightly larger than in 1964.

Cold weather in early January and again during the first half of February slowed crop development. This limited yields for an extended period. Although later weather was more favorable, the average yield was 11 percent less than in 1964. Production was one-tenth below a year earlier.

During much of the 1965 spring season, supplies available for fresh market and processing were light. Freezer demand was strong through the main part of the season. This helped to maintain a moderate price level during early March when supplies were heaviest. It also contributed to the relatively high prices recorded during the remainder of the season. The season average price was well above that in 1964 and average.

Frozen broccoli stocks were relatively light in the early fall. Even though the fall pack can be expected to substantially increase inventories, markets next spring should be able to readily handle production from an acreage equal to 1965.

1966 Guide: The 1966 guide is a planted acreage equal to 1965. Such an acreage, with no abandonment and a 1963-65 average yield, will result in a production 4 percent more than in 1965.



1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Cabbage - Early Spring

(Alabama, California, Georgia, Louisiana, Mississippi and South Carolina)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1966 Acreage Guide and probable production

(planted acreage equal to 1965)

12,350                      1/ 143                      1,713

Background statistics

1965 Prel.	12,350	12,050	141	1,696	4.46	7,567
1964	12,050	11,650	146	2/ 1,700	1.95	3,284
1959-63 Average	13,450	12,800	132	2/ 1,692	2.42	4,037

1/ 1962-65 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 60 in 1959, 60 in 1961 and 20 in 1964.

Comments: Early spring cabbage acreage was increased slightly in 1965. But low yields in South Carolina and in Mississippi offset the larger plantings. Total early spring production was virtually equal to 1964.

Available supplies from the Florida winter crop declined sharply in mid-April and low temperatures delayed early development in the southeastern States. Southern Louisiana shipped light volume through March and was about through by April 1. The Breaux Bridge area of that State began harvest in early April, but dry weather retarded development and peak shipments did not occur until the end of the month. Other States in the Southeast also furnished little volume before mid-April.

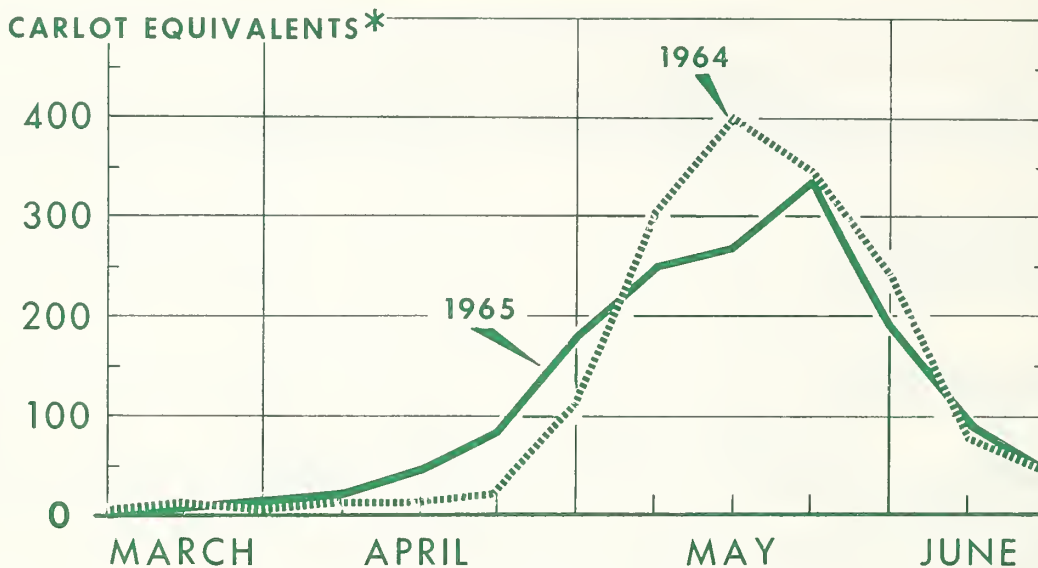
The general delay of late spring supplies, coupled with a sharp decrease in winter season shipments, pushed the market to an unusually high level in late April and in May. The bulk of early spring movement occurred in this period and season average prices were high in all early spring States.

The market conditions which prevailed in 1965 were largely the result of an unusual harvest gap between winter and early spring crops. In the two preceding years, early spring crops of essentially equal volume returned average prices which were less than half of those recorded in 1965. Under normal conditions, the production from an acreage equal to that grown in 1965 would be in balance with market needs.

1966 Guide: The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 1 percent larger than in 1965.

## EARLY SPRING CABBAGE SUPPLIES

*Unloads at 41 Cities*



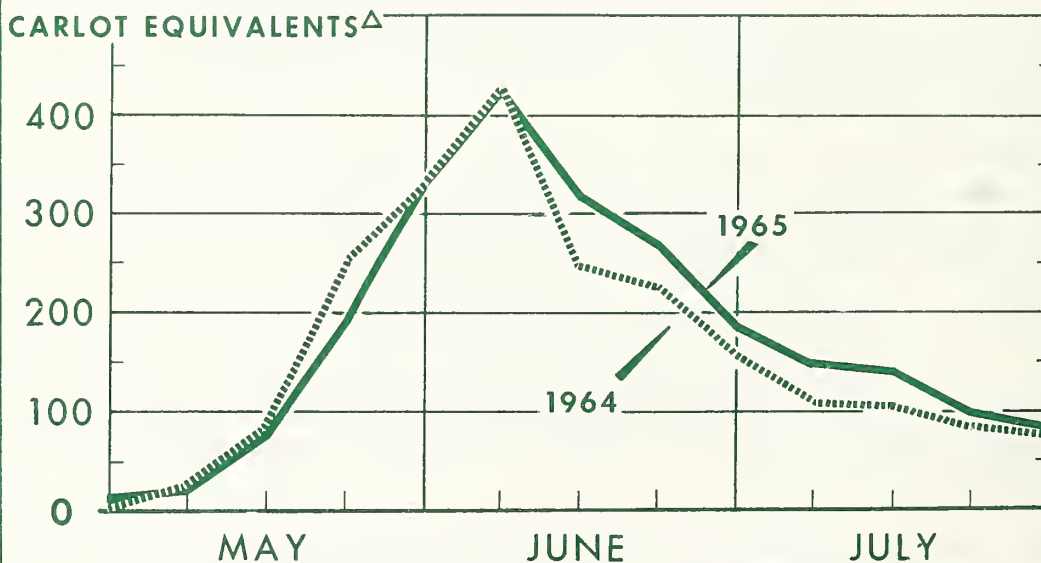
\*TOTAL U. S., RAIL AND TRUCK FROM ALA., GA., LA., MISS. AND S. C.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 93-65 (10) CONSUMER AND MARKETING SERVICE

## LATE SPRING CABBAGE SUPPLIES

*Unloads at 41 Cities*



<sup>Δ</sup>TOTAL U. S., RAIL AND TRUCK FROM MD., MO., N. C., OHIO, TENN. AND VA.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 94-65 (10) CONSUMER AND MARKETING SERVICE



1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Cabbage - Late Spring

(Ohio, Missouri, Maryland, Virginia, North Carolina and Tennessee)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted:For harvest:</u>	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and probable production

(planted acreage 5 percent less than in 1965)

7,400	<u>1/</u> 136	966
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Background statistics

1965 Prel.	7,800	7,300	128	<u>2/</u>	937	3.51	3,219
1964	7,550	7,130	133	<u>2/</u>	950	2.96	2,559
1959-63 Average	7,640	7,370	136	<u>2/</u>	1,002	2.33	2,222

1/ 1961-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 60 in 1959, 42 in 1960, 49 in 1962, 100 in 1963, 85 in 1964 and 20 in 1965.

Comments: Acreage increases were made in all late spring States except Virginia and North Carolina in 1965. Total season plantings were moderately larger than in 1964. Late spring crops were delayed, as were the early spring crops before them. North Carolina was shipping moderate volume by early May. Virginia movement began in mid-May. With the exception of Maryland, all States in the group were actively harvesting in early June. Maryland did not ship much volume until mid-June.

Cabbage prices were high in May, but began declining in June as supplies became available from more areas. Those States which moved a major part of their supplies early in the season fared exceptionally well in the market. North Carolina prices were double the moderate levels of a year earlier. But in Maryland, prices averaged substantially below 1964.

Low yields and unusual harvest timing contributed to the generally favorable marketing season in 1965. Under normal conditions in 1966, a larger crop could be grown on a moderately reduced acreage. Such a quantity would be ample for potential marketing needs.

1966 Guide: The 1966 guide is a planted acreage 5 percent smaller than in 1965. Such an acreage, with normal abandonment and a 1961-64 average yield, will result in a production 3 percent larger than in 1965.

1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Carrots

(Arizona)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000)	cwt.)

1966 Acreage Guide and  
probable production

(planted acreage 15  
percent less than in  
1965)

2,300                      1/ 193                      444

Background statistics

1965 Prel.	2,700	2,300	185	426	4.90	2,087
1964	2,800	2,800	115	322	5.10	1,642
1959-63 Average	2,320	2,300	193	2/ 441	4.82	2,064

1/ 1959-63 average yield.

2/ Includes 100,000 hundredweight not marketed in 1960 and excluded in computing value.

Comments: Although Arizona growers reduced their spring carrot plantings from the preceding year, their 1965 acreage was still substantially above average.

Early in the season, it appeared that the crop would be unusually large. Harvest began in the Salt River Valley in November. However, little volume moved early, and by mid-January, markets were more than adequately supplied by carrots originating in Texas and California. The early peak in Arizona shipments occurred in late January and early February, but even at this time volume was relatively light.

Market conditions continued unfavorable through February and March. This offered little incentive for pulling carrots. During this period, crop deterioration resulted in a substantial acreage loss.

Arizona shipments began a late-season increase in April, and reached their 1965 peak in June. During May and June, prices averaged substantially higher than during the early months of the year. So, for the season, they averaged at moderate levels.

Arizona can expect intense market competition to continue from Texas and California, particularly during the early part of the season. A substantial acreage reduction is needed to balance production with market requirements.

1966 Guide: The 1966 guide is a planted acreage 15 percent less than in 1965. Such an acreage, with no abandonment and a 1959-63 average yield, will result in a crop 4 percent larger than in 1965.

1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Cauliflower - Early Spring

(California)

Year	: <u>Acreage</u> :		Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u>						
(planted acreage 5 percent more than in 1965)	7,800		<u>1/</u> 92	718		
<u>Background statistics</u>						
1965 Prel.	7,400	7,400	90	666	10.73	7,144
1964	7,700	7,700	100	770	8.46	6,518
1959-63 Average	8,040	8,000	89	716	6.93	4,884
<u>1/</u> 1963-65 average yield.						

Comments: Early spring cauliflower plantings in 1965 were 4 percent smaller than in 1964.

Cold weather and frosts during December, January and early February restricted early development. After this, crops benefitted from frequent light rains and intermittent periods of warm weather. But yields fell considerably short of the record-high 1964 levels.

The reduced acreage and smaller average yields resulted in substantially less production in 1965 than in 1964. Shipments increased seasonally for a brief period in early March, but they were relatively light thereafter.

Moderate prices prevailed for a short while in March. But during the rest of the season, prices at central California points were relatively stable at high levels. The season average price in 1965 was more than a fourth higher than in 1964 and was substantially above the 1959-63 average.

Frozen cauliflower supplies were light during the summer and early fall months of 1965. The 1965 fall pack may be relatively large. However, it is not expected to be large enough to interfere significantly with the marketing of the production from a moderately larger acreage in the spring of 1966.

1966 Guide: The 1966 guide is a planted acreage 5 percent more than in 1965. Such an acreage, with no abandonment and a 1963-65 average yield, will result in a production 8 percent more than in 1965.

1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Celery

(Florida and California)

Year	: <u>Acreage</u> :		Yield	:	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value	
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
1966 Acreage Guide and <u>probable production</u> (planted acreage equal to 1965)	7,500		<u>1/</u> 470	3,490			
<u>Background statistics</u>							
1965 Prel.	7,500	7,400	471	<u>2/</u> 3,487	4.55	15,388	
1964	7,400	7,300	477	<u>2/</u> 3,479	3.85	12,773	
1959-63 Average	7,660	7,420	459	<u>2/</u> 3,389	3.73	12,186	

1/ 1963-65 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 334 in 1959, 103 in 1961, 90 in 1963, 161 in 1964 and 105 in 1965.

Comments: Acreage and production changes in Florida and California were almost offsetting, and total production in 1965 was slightly more than a year earlier. Growers in California reduced plantings by a tenth, and the resulting crop was the smallest since 1952. Production in Florida, however, was an all-time high for the State.

Market outlets readily absorbed the spring-season shipments. Movement from California peaked in late March and early April, then declined to a relatively low level during the remainder of April and May. Shipments from Florida showed a steady pattern, and supplies were available through June.

Prices showed temporary weakness in the first half of April but strengthened thereafter, and held in a moderate to high range. Season average prices and total crop values in both Florida and California ranked among the highest in the past decade.

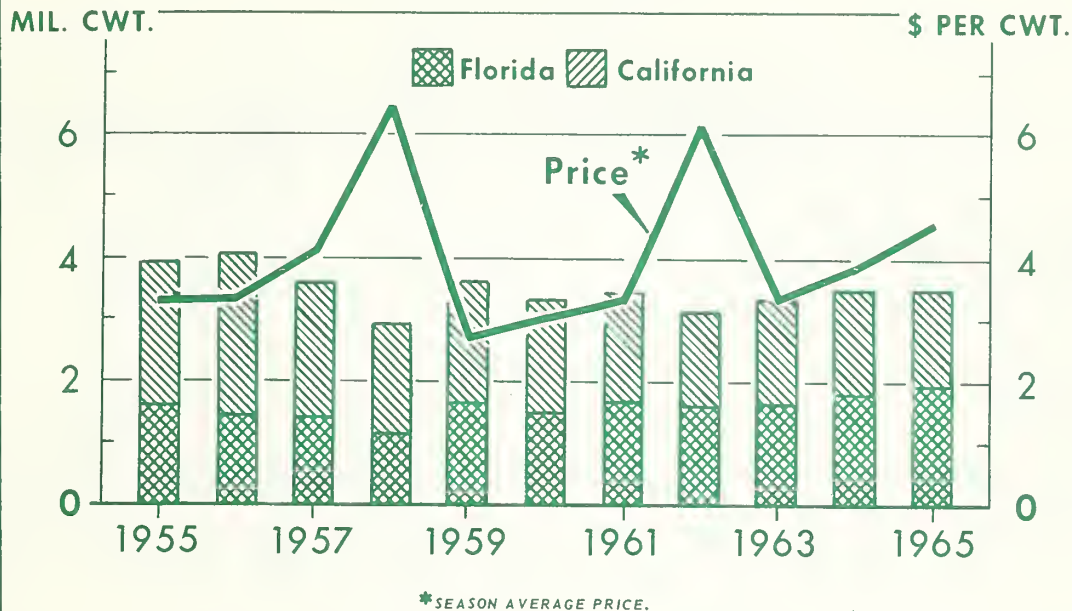
Assuming normal weather and average yields, a total acreage in 1966 equal to 1965 should provide an adequate volume for market needs.

1966 Guide: The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1963-65 average yield, will result in a production about equal to 1965.



# CELERY PRODUCTION AND PRICES

Spring Season



U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS-85 65 (10) CONSUMER AND MARKETING SERVICE

Celery prices in the spring of 1965 were substantially higher than a year earlier. This occurred even though production was about the same in both years.

In 1965, threatening weather contributed to market strength. Also, growers did a good job in moving supplies to market in an orderly flow. An equal quantity in 1966 should be in line with prospective market requirements.

1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Sweet Corn - Early Spring

(Florida and Texas)

Year	: <u>Acreage</u> :	Yield	:	:	:	:
	: <u>Planted</u> :	<u>For harvest</u> :	<u>per acre</u> :	<u>Production</u> :	<u>Price</u> :	<u>Value</u>
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000
					cwt.)	
<u>1966 Acreage Guide and</u>						
<u>probable production</u>						
(planted acreage 5 percent						
less than in 1965)	44,600		<u>1</u> / 73	3,028		
<u>Background statistics</u>						
1965 Prel.	46,900	44,100	74	<u>2</u> / 3,273	4.89	15,259
1964	43,900	40,600	71	<u>2</u> / 2,885	5.59	15,253
1959-63 Average	42,240	39,740	71	<u>2</u> / 2,831	4.70	13,017

1/ 1962-65 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 226 in 1963, 157 in 1964 and 155 in 1965.

Comments: In Florida, plantings were increased sharply in 1965, more than offsetting the reduction reported in 1964. The record-high acreage harvested produced a crop a seventh larger than in 1964, when a freeze resulted in some crop loss.

A late February freeze in the Rio Grande Valley of Texas resulted in a substantial loss in early spring plantings. This loss, combined with a low average yield per acre, resulted in the smallest production in Texas since 1958. Pulling in the Valley started late in April and most of the crop was marketed during May. Volume from the San Antonio area was heaviest during June. The small Texas crop returned a near-record high average price.

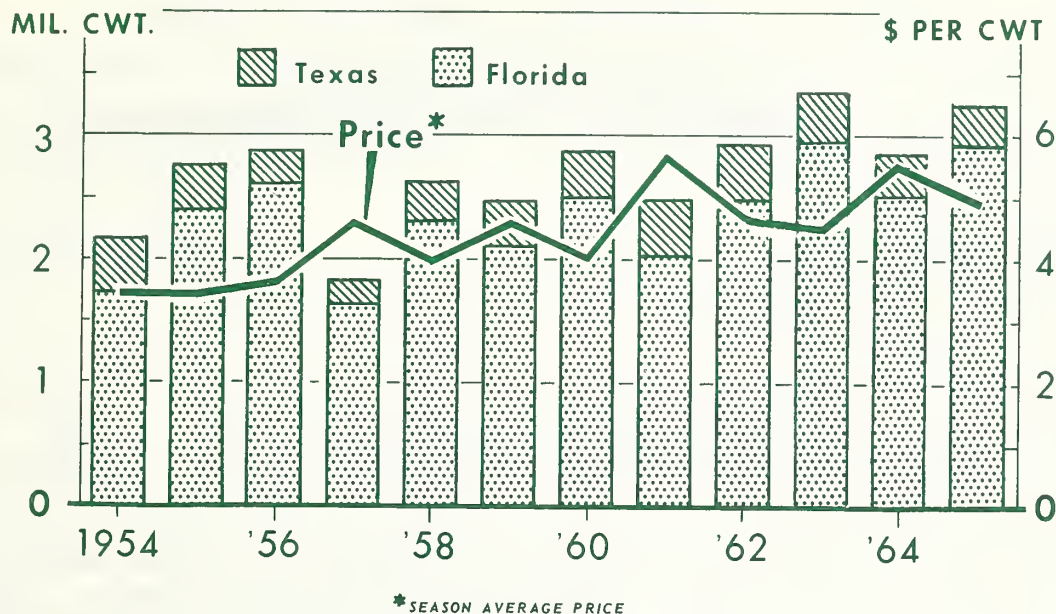
Shipments from Florida trended upward during April and May. Peak volume was reached in the first week of June. A substantial volume was available until early July. Prices, which showed contra-seasonal strength during the first half of April and the first half of May, eased downward as the season advanced. For the season, prices in Florida averaged considerably below a year earlier.

The total 1965 crop was large and, from time to time, shipments pressured markets. With normal yields, a moderately smaller acreage in 1966 would provide an adequate production.

1966 Guide: The 1966 guide is a planted acreage 5 percent less than in 1965. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 7 percent less than in 1965.



# SWEET CORN PRODUCTION AND PRICES, EARLY SPRING SEASON



U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 95-65 (10) CONSUMER AND MARKETING SERVICE

Early spring sweet corn growers increased acreage in 1965, and production was 13 percent larger than in the preceding year. Prices, however, were lower, and total crop value was little different than in 1964.

Thus, the increased costs of growing more acres were unrewarded. Growers can increase their income potential by reducing acreage in 1966. A smaller tonnage than produced in 1965 would be sufficient for anticipated market needs.

1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Sweet Corn - Late Spring

(South Carolina, Georgia, Alabama and California)

Year	: <u>Acreage</u> :		Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u>						
(planted acreage 5 percent more than in 1965)	11,300		<u>1/</u> 55	609		
<u>Background statistics</u>						
1965 Prel.	10,800	10,100	61	616	5.20	3,206
1964	12,400	12,400	55	678	5.47	3,710
1959-63 Average	14,300	14,080	56	791	4.75	3,746
<u>1/ 1961-65 average yield.</u>						

Comments: Total plantings were reduced to a record low in 1965. All States except Georgia, where acreage was unchanged, shared in the decrease. California acreage was cut 22 percent. Although average yields per acre were high in most States, they were not great enough to offset the acreage reduction, and total production dipped to a record low.

Marketings from California were light until well into June. Unloads from Alabama peaked in the last week of June. Offerings from the Florida early spring crop were heavy throughout the late spring season. This lessened the need for supplies originating in late spring areas, and kept pressure on prices.

Average prices for late spring sales in 1965 failed to attain the high level reported in 1964. The average gross value per acre harvested, however, was well above average.

Under normal conditions in 1966, a late spring production about as large as in 1965 could be marketed successfully. With average yields, a moderately larger acreage will be required.

1966 Guide: The 1966 guide is a planted acreage 5 percent more than in 1965. Such an acreage, with normal abandonment and a 1961-65 average yield, will result in a production 1 percent smaller than in 1965.

1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Cucumbers - Early Spring

(Florida and Texas)

Year	: <u>Acreage</u> :		Yield	:	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value	
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
1966 Acreage Guide and probable production (planted acreage equal to 1965)	12,300		<u>1</u> / 93	1,072			
<u>Background statistics</u>							
1965 Prel.	12,300	11,600	94	1,094	5.31	5,814	
1964	12,900	12,200	110	<u>2</u> / 1,342	5.69	7,064	
1959-63 Average	11,380	10,660	88	<u>2</u> / 936	6.79	5,908	

1/ 1960-64 average yields by States.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 70 in 1959, 79 in 1960, 53 in 1963 and 101 in 1964.

Comments: Florida's 1965 spring-crop cucumber plantings were nearly a thousand acres less than in 1964. But total early spring acreage was only 5 percent smaller because of an increase in Texas plantings.

Much south and central Florida acreage was replanted after cold weather and high winds in late February caused heavy losses. After this, most crops made good progress. Much Texas acreage was also replanted but it developed well during April and May. Yields were above average in both States.

Texas production was equal to that in 1964. But the Florida crop was down sharply. In total, 1965 production was 18 percent less than in 1964. It was a big crop, however, being much larger than the 1959-63 average.

The 1965 shipping pattern was unfavorable for marketing much of Florida's crop. Movement from the Pompano and Ft. Myers areas continued active through April and extended into early May. Shipments from the Wauchula and Sanford areas were extremely heavy during early May.

Prices were moderate during most of April but declined sharply near the end of the month. The decline continued through mid-May when returns were very low. In Texas, however, prices were moderate for late May-early June marketing.

1966 Guide: The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and 1960-64 average yields by States, will result in a production 2 percent less than in 1965.

1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Cucumbers - Late Spring

(North Carolina, South Carolina, Georgia, Alabama,  
Louisiana and California)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1966 Acreage Guide and probable production</u> (planted acreage equal to 1965)						
	16,500	<u>1</u> / 68	1,100			
<u>Background statistics</u>						
1965 Prel.	16,500	16,400	67	1,106	5.57	6,160
1964	16,700	16,500	64	1,050	5.51	5,783
1959-63 Average	15,580	15,220	68	2/ 1,032	5.28	5,407

1/ 1959-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 6 in 1960 and 45 in 1962.

Comments: Late spring cucumber plantings in North Carolina were a little larger than in 1964. South Carolina acreage was 5 percent smaller. All other States in the group had the same planted acreages as in 1964.

In the Southeast, planting was delayed because of excessive moisture and cool temperatures. With improved conditions later in the season, however, crops in most areas developed favorably. Total late spring production was moderately larger than that of the preceding year and average.

Most of the 1965 crop was sold at favorable prices. Markets were at high levels in late May as movement from South Carolina and Louisiana increased. There was some decline in prices by mid-June as North Carolina added substantially to total supplies. A further decline occurred in early July as North Carolina supplies competed with active movement from early summer areas.

In 1966, late spring markets will probably require about the same volume as in 1965. Under normal conditions, such an output could be produced on an acreage equal to 1965.

1966 Guide: The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1959-63 average yield, will result in a production about equal to 1965.



1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Eggplant

(Florida)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest	: per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1966 Acreage Guide and  
probable production

(planted acreage 10 percent  
less than in 1965)

1,000                      1/ 139                      139

Background statistics

1965 Prel.	1,100	1,000	140	140	5.70	798
1964	1,000	1,000	140	140	6.00	840
1959-63 Average	1,160	1,100	126	136	5.60	753

1/ 1961-65 average yield.

Comments: After 3 years of stability at 1,000 acres, Florida growers increased their spring eggplant acreage by 10 percent in 1965. The weather, however, wiped out the increase; cold temperatures and frost hurt the crop in late February and early March, and 100 acres were abandoned.

During April and May, the Pompano area was the principal source of supplies. Spring shipments peaked in early April. Prices, which were high during most of March, declined to low levels during the period of heaviest volume. The market improved after mid-April as volume receded. For the season, prices averaged moderately below a year earlier but about the same as the 1959-63 average.

Market needs for spring eggplant are relatively stable. A quantity about equal to the 1965 crop should be ample next spring. It is likely, however, that this volume can be grown on a smaller planted acreage. The loss of acreage in 1965 was unusual. In most years, there is no spring eggplant acreage abandoned in Florida. With normal conditions in 1966, a sufficient tonnage can be produced on a 10 percent smaller acreage.

1966 Guide: The 1966 guide is a planted acreage 10 percent smaller than in 1965. Such an acreage, with no abandonment and a 1961-65 average yield, will result in a production about equal to 1965.

1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Lettuce - Early Spring

(North Carolina, New Mexico, Arizona and California)

Yield	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1966 Acreage Guide and probable production

(planted acreage 10 percent more than in 1965)

38,700

1/ 189

7,241

Background statistics

1965 Prel.	35,200	35,100	198	<u>2</u> / 6,943	7.19	49,835
1964	41,600	40,350	160	<u>2</u> / 6,476	3.01	19,449
1959-63 Average	42,292	42,008	181	<u>2</u> / 7,485	3.98	29,526

1/ 1961-65 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 67 in 1959, 18 in 1963, 6 in 1964 and 10 in 1965.

Comments: Arizona and California growers reduced acreage substantially, following a disappointing marketing season in 1964. Although New Mexico and North Carolina increased, total acreage was down 15 percent.

This reduction contributed to some of the highest prices ever recorded for western lettuce. Freezing temperatures in February and again in early March damaged the Arizona crop, and wet, cool weather further retarded western crop development. This delay gave emphasis to the supply reduction in early areas. Supplies were scarce in early April and prices moved to high levels.

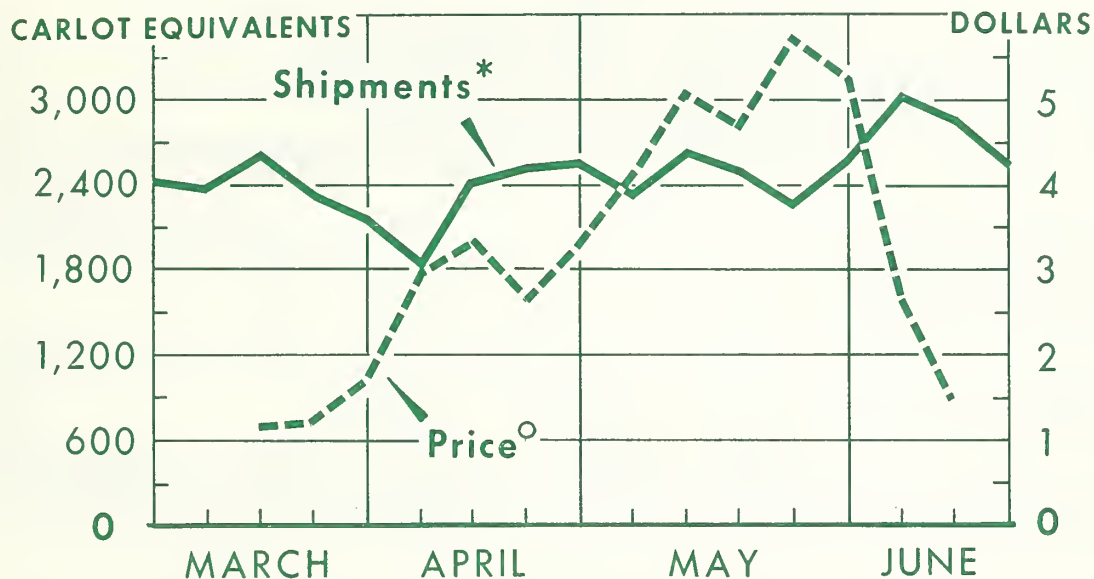
Markets held strong through April, and prices moved to extremely high levels in May as volume declined from the Salt River Valley and Dixie areas of Arizona. New Mexico and Arizona's Aguila area shipped most of their volume in May and were leading beneficiaries of the exceptional market. New Mexico prices averaged \$9.20 per hundredweight for the season, more than three times the 1964 average price.

Outlets can use more early spring lettuce in 1966. With normal harvest timing, the crop from a 10 percent larger acreage should find satisfactory markets.

1966 Guide: The 1966 guide is a planted acreage 10 percent larger than in 1965. Such an acreage, with normal abandonment and a 1961-65 average yield, will result in a production 4 percent larger than in 1965.

# SPRING LETTUCE

## Shipments and Prices



\*COMBINED U. S. RAIL AND TRUCK.

○ ARIZONA F. O. B. SHIPPING POINT PRICES, STD. CTN. 24'S.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C & MS 107-65 (10) CONSUMER AND MARKETING SERVICE

As lettuce shipments declined from the Imperial Valley of California in late March, total supplies became inadequate to fill market needs. Harvest was active in the Yuma area of Arizona and in California's Blythe district -- but Central Arizona's weather-delayed crop was not yet ready for cutting.

The resulting drop in total volume was reflected by a sharp increase in prices. The market continued unusually strong until June. Although shipments were moderate through most of the period, available supplies never exceeded market requirements.

1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Lettuce - Late Spring

(Massachusetts, Connecticut, Pennsylvania,  
Washington, Oregon and New Jersey)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and  
probable production  
(planted acreage equal  
to 1965)

6,250                      1/ 153                      937

Background statistics

1965 Prel.	6,250	6,150	166	1,021	7.24	7,390
1964	6,350	6,200	137	850	4.53	3,849
1959-63 Average	6,382	6,182	150	930	4.27	3,938

1/ 1963-65 average yield.

Comments: Late spring lettuce production in 1965 was substantially larger than a year earlier, in spite of a slight acreage reduction. Yields per acre were considerably above average in most States.

Shipments of late spring lettuce began from New Jersey in mid-May. Volume from that State, which accounted for more than half of the total late spring production, was moderate by late May, and peaked in mid-June. Shipments from New England and the Northwest began in late May and reached peak levels near the end of June.

The strong market which began in April continued through a substantial part of the late spring marketing season. In every State in the late spring group, average prices were the highest recorded in the last decade.

The late spring lettuce States have a transportation advantage over California to many metropolitan markets. In 1965, this advantage was complemented by a strong national market which followed a delay in early spring crop development. A repeat of 1965 marketing conditions is not likely in 1966. However, late spring growers should be able to satisfactorily market the crop from a 1966 acreage equal to 1965.

1966 Guide: The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1963-65 average yield, will result in a production 8 percent smaller than in 1965.



1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Onions - Early Spring

(Texas)

Year	: Acreage : :Planted:For harvest: (acres)	Yield : per acre : (cwt.)	: :Production: (1,000 cwt.)	: Price : (\$ per cwt.)	: Value (\$1,000)
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1966 Acreage Guide and  
probable production

(planted acreage 10 percent  
smaller than in 1965) 22,600

1/ 142      2,952

Background statistics

1965 Prel.	25,100	23,100	140	3,234	4.00	12,936
1964	27,900	24,600	155	<u>2</u> / 3,813	2.75	9,265
1959-63 Average	27,100	24,480	111	2,609	4.11	10,589

1/ 1963-65 average yield.

2/ Includes 444,000 hundredweight not marketed in 1964 and excluded in computing value.

Comments: In 1964, south Texas onion growers harvested very high yields on a large acreage. Production was far in excess of market needs. Prices were low and much of the crop could not be marketed.

Following this experience, growers reduced plantings for 1965 harvest by 10 percent. Seeding in the Rio Grande Valley was delayed by a lack of irrigation water at the start of the season. But plentiful water supplies became available in early October from the Falcon Reservoir.

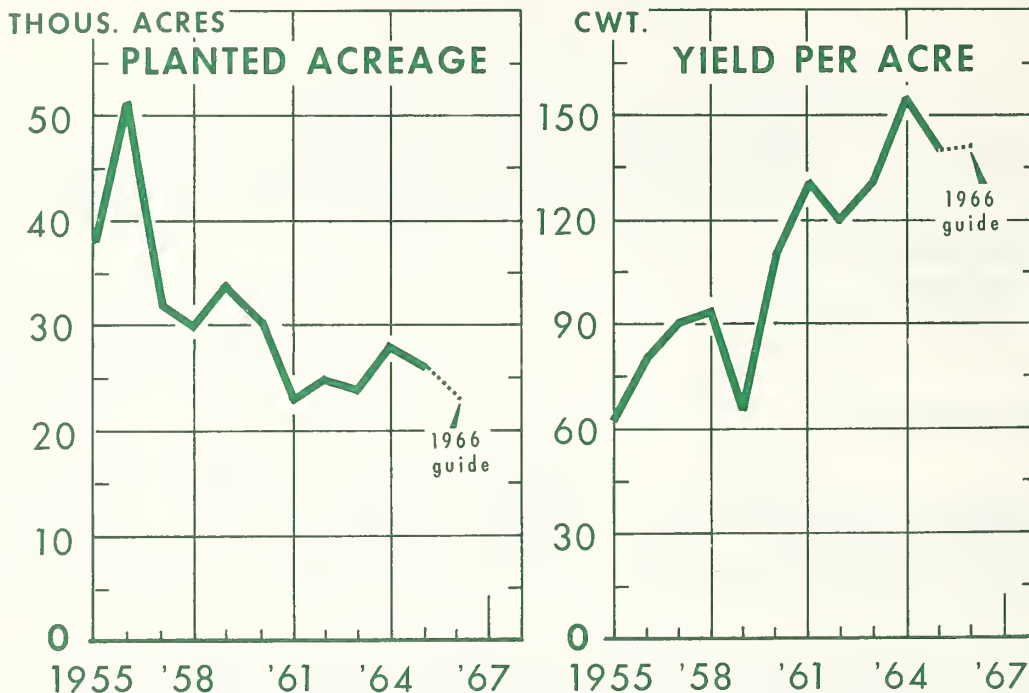
Warm January weather advanced growth rapidly. However, cold and damp weather in February and March again interfered and reduced earlier crop estimates. Yields averaged a tenth below 1964; production was down 15 percent.

Light shipments began in late February but moderate volume was not reached until the second half of March. Prices were disappointing at the start of the season, but improved in late March, as volume was slow to increase. Prices declined in mid-April in the face of plentiful supplies, then climbed to high levels in May as shipments declined. For the season, prices averaged substantially above the preceding year, but slightly below the 1959-63 average.

In 1966, a smaller acreage can supply potential needs. With good growing conditions, yields are likely to exceed those of 1965. Also, an extremely large 1965 late summer crop is expected. Heavy storage supplies are likely to provide substantial competition at the start of 1966 spring harvest.

1966 Guide: The 1966 guide is a planted acreage 10 percent less than in 1965. Such an acreage, with normal abandonment and a 1963-65 average yield, will result in a production 9 percent less than in 1965.

# TEXAS EARLY SPRING ONIONS

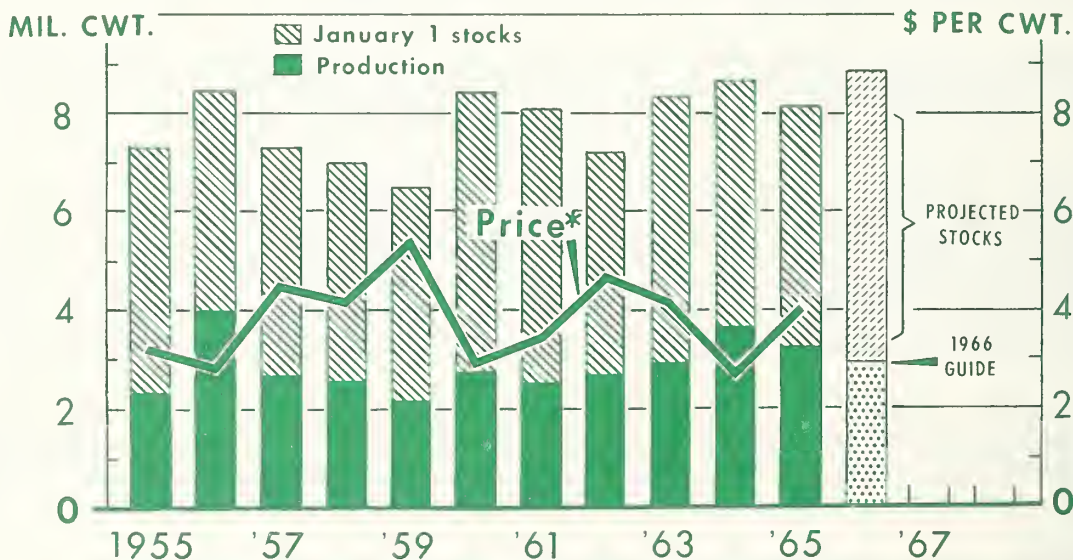


U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 110-65 (11) CONSUMER AND MARKETING SERVICE

# TEXAS EARLY SPRING ONIONS

## Selected Stocks and Prices



\* SEASON AVERAGE PRICE.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 109-65 (11) CONSUMER AND MARKETING SERVICE

1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Onions - Late Spring

(California, Arizona, North Carolina, Georgia and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	:per acre	:Production:	:Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1966 Acreage Guide and  
probable production

(planted acreage 10 percent  
more than in 1965)

6,900                      1/ 297                      2,029

Background statistics

1965 Prel.	6,250	6,250	327	2,044	5.83	11,922
1964	7,000	7,000	271	2/ 1,898	2.64	4,487
1959-63 Average	9,050	8,790	238	2/ 2,071	3.44	6,420

1/ 1963-65 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 550 in 1959, 370 in 1960, 35 in 1961 and 200 in 1964.

Comments: Acreage reductions were made in all late spring onion States except North Carolina in 1965. Total plantings were 11 percent below 1964 and record low.

South Texas shipped heavily in the early spring of 1965. But by mid-May, movement from that source fell sharply. Late spring States moved few onions before mid-May, and overlap between the two seasonal groups was light.

Onion prices moved to high levels in mid-May. And although minor week-to-week variations occurred, there was no substantial decline in prices until July.

In California's Imperial Valley, pulling began in late April; shipments from that State peaked in June, with harvest active in Kern County and in the Stockton area. Georgia moved most of its limited volume in May. Arizona was moving a moderate volume of onions by late May and provided supplies through most of July.

All of the late spring States moved the bulk of their 1965 volume in a strong market. Prices averaged more than twice the low levels of 1964 and were the highest for the late spring group since 1956. A larger acreage will be needed in 1966. With normal yields, an increase of 10 percent would result in supplies in balance with market requirements.

1966 Guide: The 1966 guide is a planted acreage 10 percent more than in 1965. Such an acreage, with normal abandonment and a 1963-65 average yield, will result in a production about equal to 1965.

1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Green Peas - Early Spring

(California)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u>						
(planted acreage equal to 1965)	2,100	1/ 47		99		
<u>Background statistics</u>						
1965 Prel.	2,100	2,100	40	84	10.70	899
1964	2,200	2,200	55	121	9.20	1,113
1959-63 Average	3,100	3,100	43	130	9.64	1,237
1/ 1961-65 average yield.						

Comments: Fresh-market pea acreage has been declining for many years--plantings for 1965 early spring harvest followed the trend to a new record low. Production was nearly a third smaller than in the preceding year as yields fell much below the record-high 1964 levels.

California shipments reached moderate volume in mid-April as movement peaked from the Kern-Tulare area. Total shipments from the State were heaviest in late April and early May as supplies became available from the Gilroy-Hollister and Sacramento Valley districts. However, supplies were light throughout the season. The limited volume returned high prices.

Per capita consumption of peas has remained relatively stable in recent years. However, there has been a pronounced shift from the fresh to the frozen product. There remains a special demand for fresh green peas, but total season requirements fall within a narrow range.

A larger supply than was available in 1965 can probably be marketed satisfactorily next spring. With average yields, however, a sufficient increase can be obtained from an acreage equal to 1965.

1966 Guide: The 1966 guide is a planted acreage equal to 1965. Such an acreage, with no abandonment and a 1961-65 average yield, will result in a production 18 percent larger than in 1965.



1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Green Peppers

(Florida and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1966 Acreage Guide and probable production

(planted acreage equal to 1965)

7,800

1/ 99

726

Background statistics

1965 Prel.	7,800	7,400	91	672	13.86	9,317
1964	7,500	7,300	104	760	11.82	8,987
1959-63 Average	8,840	7,820	85	2/ 661	10.34	6,497

1/ 1963-65 average yield.

2/ Includes 59,000 cwt. not marketed in 1960 and excluded in computing value.

Comments: After being cut sharply in 1964, there was a moderate increase in Florida plantings in 1965. Texas acreage, however, was unchanged from 1964.

Mid-winter frosts killed some plants in central Florida, but these fields were reset. Through March and April, Florida spring crops made good growth. Progress of Texas crops was satisfactory, although early season temperatures were too cool for optimum development. Average yields in both States were below the record highs in 1964 but above the 1959-63 average.

The crop produced in 1965 was slightly larger than the 1959-63 average but about a tenth less than in 1964. The average price for the season was high.

Harvest timing did not result in any excessive bunching of supplies at any time during the season. Rather, there was an extended delay in late April after volume from the Pompano area began to decline, and before movement from the Plant City reached volume proportions. This gap kept prices at high though declining levels through May. In early June, prices stabilized at a moderate level.

A larger volume of peppers could be marketed successfully in 1966, providing harvests are well timed. However, with average yields, adequate supplies could be produced on an acreage equal to 1965.

1966 Guide: The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1963-65 average yield, will result in a production 8 percent more than in 1965.

1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Spinach

(Massachusetts, Connecticut, New York, New Jersey,  
Pennsylvania, Ohio, Missouri, Maryland and Virginia)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price:	Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1966 Acreage Guide and  
probable production  
(planted acreage equal  
to 1965)

5,660                      1/ 61                      311

Background statistics

1965 Prel.	5,660	5,310	61	323	6.28	2,027
1964	5,730	4,930	59	293	6.36	1,863
1959-63 Average	6,566	5,796	61	355	5.54	1,959

1/ 1959-63 average yield.

Comments: Spring spinach acreage has declined each year since 1962. During this period, the decrease was concentrated in the Pennsylvania and Maryland-Virginia production areas. New Jersey plantings were increased moderately. In 1965, total production was a tenth larger than in the preceding year, but nearly a tenth smaller than the 1959-63 average.

Wintered-over acreages on Long Island, N. Y. and in all producing States to the south were not harmed materially by cold weather. But much of that in Upstate New York was heavily damaged. Also, early development of Massachusetts and Connecticut crops was delayed by cold weather in April.

Spring-planted crops fared much better. Although they got off to a slow start in many areas, progress was favorable during late April and May. Except in New York and New Jersey, where dryness was troublesome in May, average yields equalled or exceeded 1964.

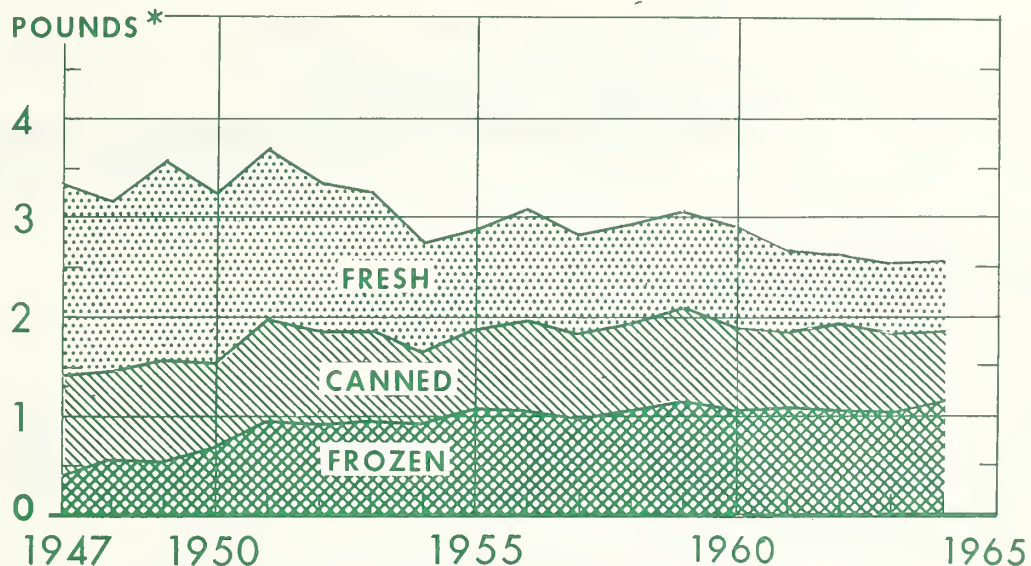
Harvest of Maryland and Virginia crops got underway at about the usual time with active movement during April. Prices were high at this time but declined to moderate levels in early May as volume supplies moved from New Jersey. A decrease in total supplies in June improved returns for late marketings. For the season, prices averaged slightly below the preceding year, but 13 percent above the 1959-63 average.

A 1966 acreage about as large as in 1965 should provide enough supplies for the limited fresh spinach market.

1966 Guide: The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1959-63 average yield, will result in a production 4 percent less than in 1965.

# FRESH AND PROCESSED SPINACH

## *Trends in Per Capita Consumption*



\*FRESH EQUIVALENT BASIS

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 96-65 (10) CONSUMER AND MARKETING SERVICE

Per capita consumption of spinach has declined significantly since the late 1940's. Use of the canned product has fallen slightly in recent years. Most of the total reduction, however, has been the result of a sharp drop in consumption of fresh spinach.

In the late 1940's and early 1950's, the increased popularity of frozen spinach partly offset the losses in the other forms. Since 1955, however, frozen usage per person has held relatively steady.

1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Tomatoes - Early Spring

(California, Florida and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000)
				cwt.)	

1966 Acreage Guide and  
probable production

(planted acreage 5 percent  
more than in 1965)

25,700                      1/ 144                      3,473

Background statistics

1965 Prel.	24,400	22,900	141	3,231	10.18	32,877
1964	28,800	25,100	126	3,167	8.49	26,894
1959-63 Average	36,420	32,560	119	3,698	8.16	30,119

1/ 1962-65 average yields by States.

Comments: Despite increased Florida and California plantings, total early spring tomato acreage in 1965 was 13 percent smaller than in the preceding year. Texas growers again reduced their plantings substantially--the 1965 acreage in that State was only 20 percent of what it had been ten years earlier.

Harvest began in Florida's Fort Myers--Immokalee Section in early March, and became active by the end of the month. The Fort Pierce deal was about a week later. Harvest of West Coast pole acreage in Florida got underway in April, and reached top volume in May. Total Florida shipments were heavy throughout May, exceeding 1,000 cars in every week of the month. Florida prices for preferred sizes held up well, however, even during peak shipments, and averaged at the highest level recorded since 1957.

Texas shipments began in early May. But heavy rains in mid-month affected volume, and shipments were light until late in the month. Most of the Texas crop moved during June, with peak volume occurring at mid-month. Prices in that State averaged at moderate levels.

In the desert area of California, movement during March and April was confined mostly to cherry-type tomatoes. Other varieties moved mostly after mid-May. Prices in that State were above average.

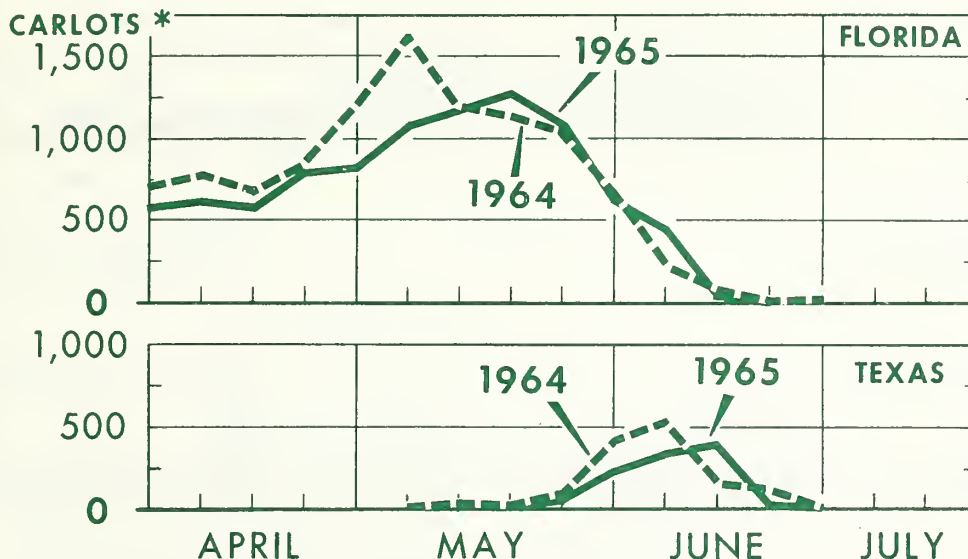
In 1966, there should be a market for a moderately larger quantity of early-spring tomatoes than was available in 1965. With average yields, a larger acreage would be required.

1966 Guide: The 1966 guide is a planted acreage 5 percent larger than in 1965. Such an acreage, with normal abandonment and 1962-65 average yields by States, will result in a crop 7 percent larger than in 1965.



# TOMATO SHIPMENTS BY STATES

Early Spring Season



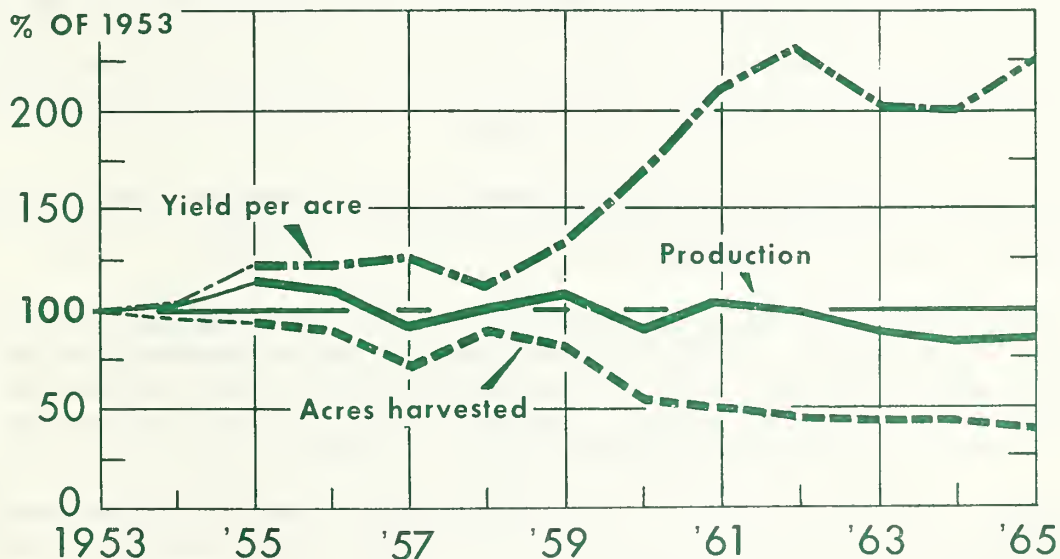
\* RAIL AND TRUCK COMBINED.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS-87 65 (10) CONSUMER AND MARKETING SERVICE

# EARLY SPRING TOMATO TRENDS

Acreage Decline Offset by Increasing Yields



U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 97-65 (10) CONSUMER AND MARKETING SERVICE

1966 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Tomatoes - Late Spring

(South Carolina, Georgia, Mississippi, Louisiana and Texas)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
1966 Acreage Guide and probable production (see 1966 guide below)	19,500	1/ 59	1,091			
<u>Background statistics</u>						
1965 Prel.	20,200	19,400	63	1,231	7.84	9,647
1964	19,400	18,500	58	1,069	9.28	9,915
1959-63 Average	19,380	18,060	55	983	7.60	7,471

1/ 1961-65 average yields by States.

Comments: Late spring tomato production in 1965 was 15 percent above a year earlier and largest since 1957. Plantings were increased moderately in South Carolina and Louisiana, and substantially in Texas. Although early-season cold weather was a general problem, most fields recovered to produce above-average yields. Central and East Texas were the only areas to suffer much damage after plants were well established. Heavy May rains there caused some acreage loss and interfered with fruit set.

Most late spring areas began harvest in late May and peaked in June. Georgia, Louisiana and Mississippi shipments were at peak levels by mid-June. In these States, prices averaged above those of the preceding year. In South Carolina, which accounted for over half of the late spring crop, shipments peaked in late June and extended into July. Prices for South Carolina production were satisfactory, although below 1964.

Picking in Central and East Texas was active in June and there was a substantial period of harvest overlap with South Texas supplies. Prices for Texas late spring production averaged low.

Texas was the only State in the group to increase acreage substantially in 1965. It was also the only State to encounter serious marketing difficulty. To improve the likelihood of good marketing conditions there in 1966, an acreage reduction is advisable. Equal acreages in the other late spring States should be in line with potential market needs in 1966.

1966 Guide: The 1966 guide is a planted acreage in Texas 10 percent smaller than in 1965, and equal to 1965 in all other States. Such acreages, with normal abandonment and 1961-65 average yields by States, will result in a production 11 percent smaller than in 1965.

1966 Acreage-Marketing Guides  
Spring Melons for Fresh Market

Cantaloups

(Arizona, California, Florida and Texas)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1966 Acreage Guide and  
probable production  
(planted acreage  
equal to 1965)

38,600                      1/ 108                      3,899

Background statistics

1965 Prel.	38,600	35,100	104	<u>2</u> / 3,644	7.51	25,562
1964	41,300	37,800	91	3,438	7.29	25,048
1959-63 Average	32,080	31,680	122	<u>2</u> / 3,866	6.03	23,101

1/ 1962-65 average yields by States.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded when computing value: 10 in 1962 and 242 in 1965.

Comments: Spring cantaloup production in 1965 was moderately larger than a year earlier despite an acreage decrease. This was due to an improvement in average yield per acre; yields in the western States were substantially above 1964.

Movement from the lower Rio Grande Valley area of Texas began early in May and volume was attained in the last half of the month. But excessive rains late in May hit the Valley crop and curtailed harvest.

Due to low temperatures, the Arizona and California crops developed one to two weeks later than normal. Active harvest in the western States was underway by the second week in June, and volume was maintained into July. A high proportion of the western spring supply was sold in western markets and deliveries to eastern markets were limited. Although imports from Mexico complemented domestic supplies, marketings lagged behind demand throughout the spring season. As a result, the season average price was record high.

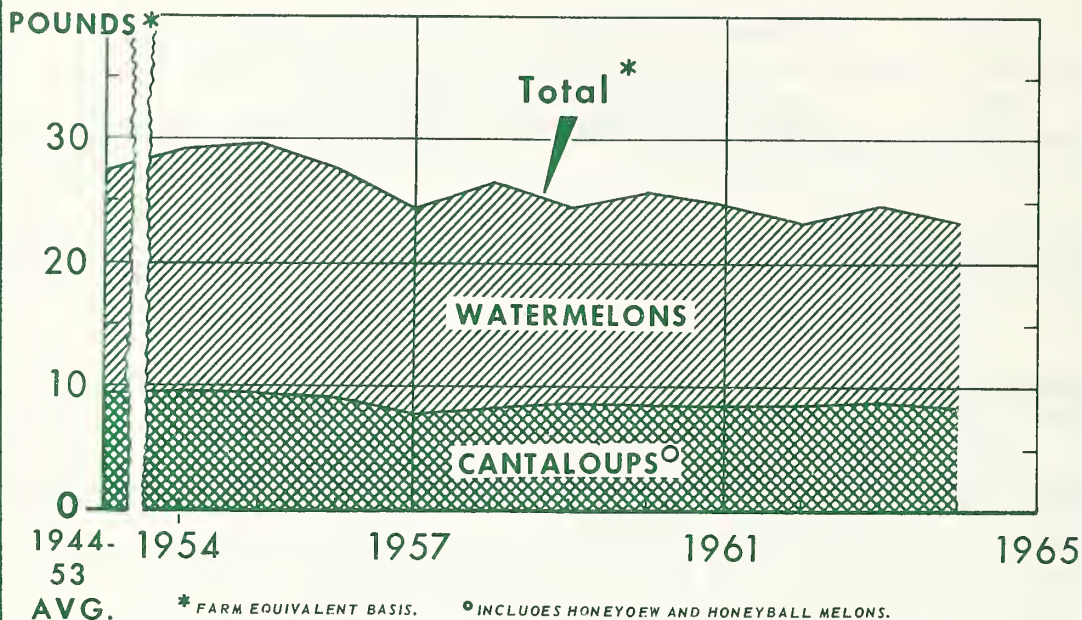
With normal harvest timing, there should be adequate market outlets for a crop moderately larger than that produced in 1965. With average yields, however, a sufficient volume can be produced on an acreage equal to last year.

1966 Guide: The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and 1962-65 average yields by States, will result in a production 7 percent larger than in 1965.



# WATERMELONS - CANTALOUPS

Per Capita Consumption

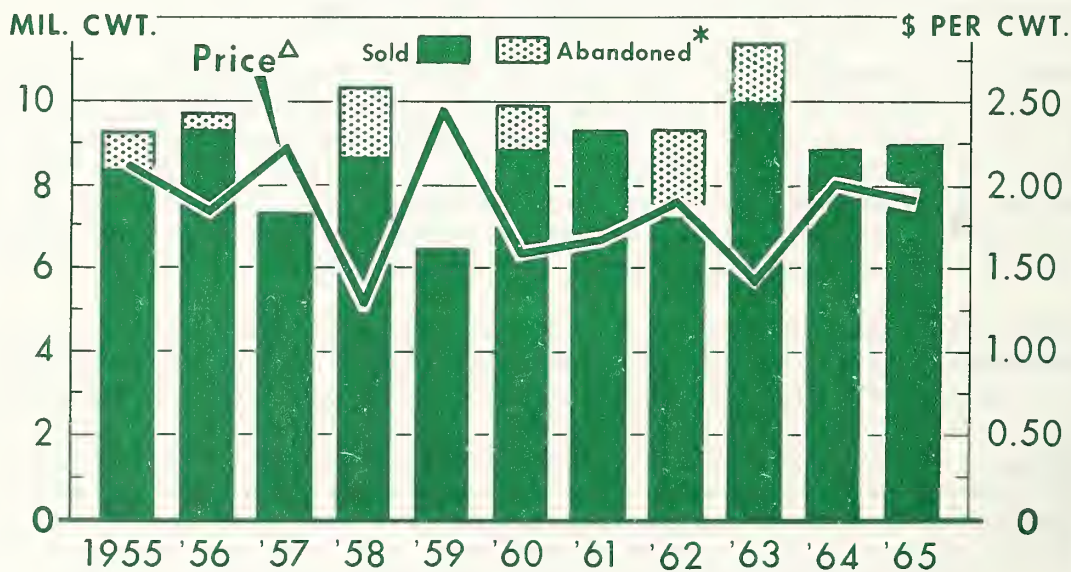


U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS-88 65 (10) CONSUMER AND MARKETING SERVICE

# WATERMELON PRODUCTION AND PRICES

Late Spring Season



△ SEASON AVERAGE PRICE.

\* NOT MARKETED DUE TO ECONOMIC CONDITIONS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 98-65 (10) CONSUMER AND MARKETING SERVICE



1966 Acreage-Marketing Guides  
Spring Melons for Fresh Market

Watermelons - Late Spring

(Florida and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and  
probable production

(see 1966 guide  
below)

71,800                      1/ 132                      9,153

Background statistics

1965 Prel.	79,200	76,200	118	9,023	1.91	17,207
1964	72,700	69,700	128	8,901	2.01	17,900
1959-63 Average	79,180	76,180	123	2/ 9,306	1.80	14,644

1/ 1962-65 average yields by States.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 1,129 in 1960, 2,152 in 1962 and 1,457 in 1963.

Comments: Due to dry weather and mosaic, low yields were obtained on many fields in Florida. So despite the sharp increase in Florida acreage, total production was up only slightly compared with 1964. Acreage was increased in the Imperial Valley of California, and the total crop was up sharply compared with the small tonnage produced a year earlier.

Volume from Florida was light until late April. Supplies increased seasonally and peaked in the second week of June. Supplies were available into early July. Harvest in California was light until late June, and a steady volume developed in July. Most of the California offerings were moved into western markets.

Prices held in a high range through May but declined seasonally in the first half of June. Average returns to growers for the season were moderately above the 1959-63 average.

With normal weather and average yields, a smaller acreage in 1966 in Florida should provide a supply ample for market needs. Market outlets should readily absorb the production from an acreage in California equal to 1965.

1966 Guide: The 1966 guide is an acreage 10 percent less than in 1965 in Florida and equal to 1965 in California. Such an acreage, with normal abandonment and 1962-65 average yields by States, will result in a production 1 percent more than in 1965.

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